

## Fancy Linens.

Main Floor.

50 dozen White Hand-Embroidered Hemstitched Squares, 18x18, assorted patterns—Regular price 65c—**39c**  
Hand-made Renaissance Squares, 18x18, some with linen centers, others all lace—worth \$1.00—Choice—**69c**

## Handkerchiefs.

Men's Unlaundered Linen Hemstitched Handkerchiefs, with hand-embroidered open-work initials—Worth 25c—Monday, each **12½c**

Fastest Growing Store In America

# GRAND-LEADER

Broadway And Washington.

—ST. LOUIS, MO.—

## Our New Spring Catalogue

Will be issued next month, and will be mailed free to any one sending us name and address. A postal is all that's necessary.

## Fancy Goods. Main Floor.

Olds and Ends in Stamped and Tinted Cushion Tops, with backs made of fancy art tickings, in a large variety of patterns—Usually sold at 40c—**35c**  
Olds and Ends of White Embroidered Hemstitched Linen Squares, 32x32, also Scarfs 1½ yards long—Worth up to \$1.50—Monday, each **89c**

A Rare Opportunity to Buy  
Infants' Dresses.

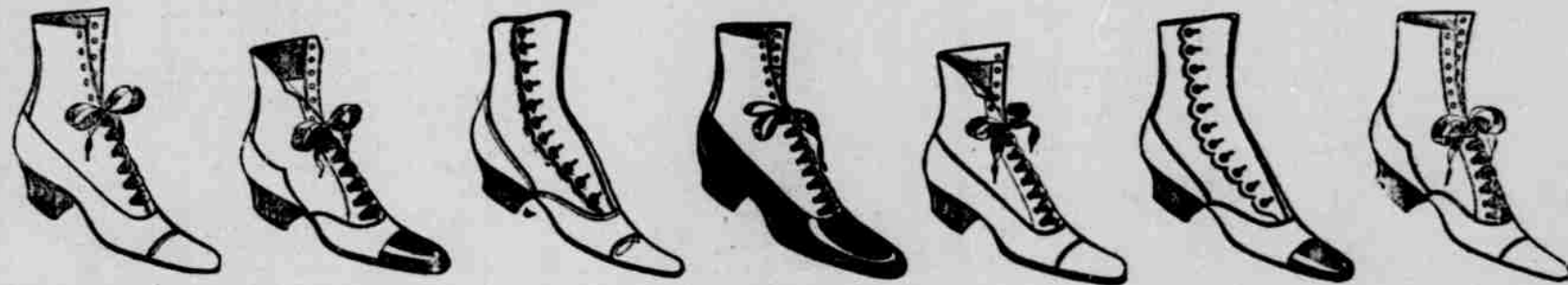
Entire sample lines of the Keystone Mfg. Co. of New York at exactly manufacturers' cost!

A superb assortment of the richest, daintiest little garments possible to imagine, made of very finest Nainsook, India Linen and Organdy, charmingly trimmed with beautiful laces and embroideries! Some are exact copies from French styles. The original ticket, with manufacturers' price mark on it, is still attached to each garment, showing conclusively what extraordinary values they are! Come at once for the best—as, being samples, there are only a few of each kind!

**Infants' Long Slips and Dresses,** Ranging in price from \$10.50 down to as low as **38c**  
**Infants' Long and Short Skirts,** Ranging in price from \$4.00 down to as low as **38c**  
**Children's Short Dresses,** Ranging in price from \$13.50 down to as low as **48c**

## Extraordinary Sale of Ladies' Shoes.

10,678 pairs of up-to-date Shoes, surplus stocks, odd lots, samples, etc., from the best shoe-producing centers of the world! Such celebrated firms as V. K. and A. H. Jones, Lynn, Mass.; Thos. G. Plant & Co. of Boston; Harding Sons & Johnson, Rochester; Krohn, Fechner & Co. of Cincinnati, and others! No undesirable styles, but the very latest shapes and styles, made by the most skillful makers, at prices never before equaled in St. Louis! Increased selling space! Plenty of salespeople! Read these matchless offers and come with the crowds to-morrow!



**Lot 1—Ladies' Box Calf, Vici, Royal and Dongola Kid Lace and Button Shoes;** also Patent Leather Shoes, with cloth and kid tops, all the newest style toes and lasts, Goodyear Welts, Hand-Turns and McKay Sewed Shoes, actually worth \$3.00, \$3.50 and \$4.00—choice in this sale at, per pair **\$1.95**

**Lot 2—Ladies' Goodyear Welt and Hand-Turn Shoes,** also a lot of 10-inch Kid and Calf Storm Boots and several lots of Sample Shoes, worth \$2.50, \$3.00 and \$3.50—your choice, per pair **\$1.65**

**Lot 3—Ladies' Dongola, Nubian, Vici and Box Calf Shoes,** with heavy or single soles, all the newest styles; also one lot of Ladies' Spring Heel Shoes; you would expect to pay \$2.25, \$2.50 or \$2.75, but our sale price is only **\$1.45**

**Lot 4—Ladies' Dongola Kid Lace Shoes,** odds and ends and broken lines, of various styles and kinds, Shoes usually sold at \$1.50, \$2.00 and \$2.50—your choice, in the basement, at per pair **95c**

## New Spring Silks.

**New Twilled Foulard Silks—Also Satin Finished Foulards—**the most wanted silks of this season—24 inches wide, in beautiful large and small patterns—really worth up to \$1.00—Monday, per yard **69c**

**Novelty Foulards—Imported Foulards,** in the newest hand border Persian designs, also coin dots—a very desirable pattern—made to sell at \$1.25—Monday, per yard **85c**

**Silk Grenadines—45-inch Black Silk Grenadines,** in iron frame and gauze effects, stripes and scroll patterns—these are beautiful silks and splendid value at **98c** per yard

**New Habutais—Japanese Silks** in Dresden and floral designs—just the thing for evening gowns and early spring suits—absolutely fast colors—entirely new patterns—should be 69c—Monday, per yard **49c**

**Black Satin—20-inch All-Silk Black Satin Duchesse—**goods bought to sell for 85c—as long as they last **59c** Monday, per yard

**Black Louisiana—The newest ideas in Figured and Striped Black Louisiana—**suitable for suits and waists—goods that will not split and that are really worth \$1.00—Monday, per yard **69c**

## Framed Pictures.

Contemplated alterations make it necessary to at once reduce our stock of framed pictures! Prices have accordingly been cut Right in Half!

Our 50c Framed Photographs now 25c.  
Our \$1.00 Framed Pictures now 50c.  
Our \$1.25 Framed Pictures now 65c.  
Framed Artist Proof Etchings and Carbon Photographs, cut from \$2.00 to 95c.  
Higher priced Framed Pictures at a reduction of from 25 to 35 per cent, Monday, on our 3d floor.

## Books—Special Offers.

The balance of the lot of broken sets will be on sale this week. It will be remembered that this lot contains 1 of George Eliot's, 4 of Irving's, 7 of Dumas's and 4 of Hall Caine's Works and that the prices are 15c each for single books, and 12½c if 3 or more are selected.

**Balance of Clearance Sale Stock.**  
Prescott's Conquest of Mexico, 3 vols., per set **85c**  
Prescott's Ferdinand and Isabella, 3 vols., per set **85c**  
Motley's Dutch Republic, 3 vols., per set **85c**

**Reference Books.**  
Woolver's Encyclopedia of Quotations, crown, 8vo **89c**  
Cassell's Biographical Dictionary, crown, 8vo **89c**  
The School Encyclopedia by L. Colange, L.L.D., crown, 8vo **\$1.25**  
The Encyclopedia of Comedy, crown, 8vo **89c**  
Rand & McNally's New Imperial Atlas **\$1.25**  
The New National Encyclopedia, edited by John Clark Ridpath, 4 crown, 8vo vols.—full sheep binding—regular price \$25.00—Just 3 or 4 sets to sell, **\$9.00** for, each.

**Valentines—At all prices and in all styles—giving you an ample field to select from.**

Extract from New York Journal of Commerce, Saturday, January 19:

Important and Peremptory Auction Sale of

## Woolens.

The Underwriters' Salvage Co. of New York Will Sell at Auction

On Tuesday and Wednesday, January 22 and 23.

Commencing at 10 o'clock each day. At the store formerly occupied by E. S. Jaffray & Co., northeast corner Broadway and Leonard street, New York. By order of Fire Underwriters, for account of whom it may concern.

**4,000 Pieces Woolens.**

W. L. Strong & Co., Selling Agents. Comprising: Cheviots, Homespun, Worsted, Broadcloths, French Flannels, Venetians, Carriage Cloths, Plaids, Plaid Back Suitings, Covert Cloth, Printed Cheviots, etc.

These goods were saved from the fire on the premises of Messrs. W. L. Strong & Co., 75 Worth street, and the entire stock is in first-class condition, a small portion being slightly damaged by water only.

Terms of Sale—Net Cash. WOODROW & LEWIS, Auctioneers, 94 Pearl Street, New York.

As will be seen by the accompanying newspaper clipping, the entire salvage stock of W. L. Strong & Co., selling agents, at 75 Worth street, New York, was closed out at auction by order of the Insurance Companies.

We were the only local firm represented at the sale, and can therefore feel certain that **THERE ARE NO SUCH DRESS GOODS VALUES TO BE FOUND ANYWHERE ELSE IN ST. LOUIS.**

This firm was particularly noted for the dependable character of their Dress Goods, and as the fire did only a nominal amount of damage our purchase is in almost perfect condition—perhaps a yard or so on the outer end of a roll has been somewhat wet or soiled, or perchance only the outside wrapping paper was wet and soiled.

The goods are excellent in quality, refined in character, late in style, and in such magnificent variety as will cause a tremendous stir on our Main Floor to-morrow, when they will be OFFERED FOR LESS THAN THEIR PRODUCTION COST THE MANUFACTURER. Extra salespeople will be on hand, so that all can be waited upon promptly.

**French Flannel—W. L. Strong's 27-inch All-Wool French Flannel,** in the prettiest new shades imaginable—pink, blue, rose, green, drab, tan, etc.—a beautiful material for Spring Waists—actually worth 65c—Auction Sale Price **33c**

**Scotch Cheviot—18 pieces of 52-inch Scotch Cheviot,** in light gray and Oxford only—a quality sold by W. L. Strong at 55c, and considered good value at that—here Monday in this Auction Sale at, per yard **39c**

**Cheviot—W. L. Strong's 54-inch All-Wool Black Camel's Hair Cheviot—a splendid fabric** for tailor-made suits or separate skirts—worth fully \$1.25—Auction Sale Price, yd. **69c**

**Satin Soleil—40 pieces W. L. Strong's Satin Soleil,** in plain and striped effects—all the leading spring shades (faint, brown, green, rose, etc.)—would be cheap at 50c—Auction Sale Price, yd. **29c**

**70 pieces W. L. Strong's All-Wool Crepe** the new at shades for Spring—suitable for waists and house gowns—if bought in the regular way would be sold at 65c—Auction Sale Price **39c**

**Venetian—W. L. Strong's 52-inch Venetian and Broadcloth,** in the latest shades of green only—the regular price of this goods is \$1.25—Our Special Auction Sale Price **49c**

**Spring Suiting—W. L. Strong's 52-inch light gray or brown mixed Spring Suitings—the very latest, and would be considered cheap at \$1.00—Auction Sale Price **49c****

**Venetian Suiting—W. L. Strong's 54-inch French Satin Venetian Suiting,** in gray, red, blue, tan, green, etc.—an elegant Spring fabric for tailor-made suits or separate skirts—actual value \$1.25—Auction Sale Price **59c**

**French Cheviot—14 pieces of W. L. Strong's 56-inch Imported Gray Mixed French Cheviot,** for tailor-made suits that are warranted, and if bought in the regular way would have to be sold for \$2—Auction Sale Price **98c**

**Venetian—W. L. Strong's Black German Venetian,** 52 inches wide—sponged and shrunk—never before offered for less than \$1.25—Auction Sale Price **79c**

**Novelty—35 pieces of Black Novelty,** of silk and mohair, in figures and stripes—fully worth 98c—as long as they last, per yard **59c**

**Pierola Crepon—Imported Pierola Crepon—the very latest styles in small and medium figures—other houses ask \$1.25—in this Auction Sale, per yard **69c****

**Venetian—42-inch All-Wool Venetian Cloth,** in tan, brown, blue and gray mixtures—sold by W. L. Strong for 69c—Sale Price, per yard **35c**

**Golf Skirting—In all the latest shades of gray, brown, tan, blue, etc.—all with plaid backs—could not be sold, if bought in the regular way, for less than \$1.50—Auction Sale Price **79c****

**Black Skirting—W. L. Strong's 56-inch Black Skirting,** used for rainy-day skirts—ready shrunk and sponged—fully worth \$1.65—Auction Sale Price **85c**

A Most Remarkable Sale of  
Warehouse Samples--Linens.

Entire lines of warehouse samples from several prominent Belfast linen makers will be placed on sale to-morrow in our Basement. Every sample marked in plain figures—kind, quality and price.

A most unusual and important event—of intense interest, not only to economical housewives, but especially to hotel and restaurant men, etc.

## Warehouse Samples of

## Fancy Linens.

**For Sale Only in the Basement.**  
Hemstitched all-linen 64 Doyles, each **2½c**  
Hemstitched linen squares, size 32x32, 18x18; Hemstitched squares, size 32x32, in, embroidered and open-work Tray Cloths, worth up to 15c; choice **35c**

1 lot, consisting of all-linen hemstitched squares, size 32x32, and hemstitched scarfs, size 18x34 and 18x46—worth up to 90c—each **50c**

10 dozen all pure linen hemstitched and fancy drawn worked Damask Lunch Cloths, size 22x32, worth \$1.25—each **69c**

## Warehouse Samples of

## Pattern Cloths.

Good quality Bleached Linen Pattern Cloths, 2½ yards long, with fringe all around and colored borders, with one-half dozen napkins to match, worth \$1.75—at **\$1.25**

Bleached all-linen Pattern Cloths—8-4 size, worth up to \$1.00, at **\$1.90**  
10-4 size, worth up to \$4.00, at **\$2.40**  
12-4 size, worth up to \$4.50, at **\$2.75**

Bleached all-linen Damask Cloth—Size 24x36, yards, worth \$5.00, at **\$2.98**  
Size 24x32, yards, worth \$4.00, at **\$3.75**  
Size 24x24, yards, worth \$7.00, at **\$4.45**

We also have warehouse samples of the very best Pattern Cloths, from 2 to 2-1/2 yards wide and up to 7 yds. long, which we offer at much less than actual value.

## Warehouse Samples of

## Linen and Bath Towels.

Wash Cloths—200 dozen 12-inch Turkish Wash Cloths, each **2c**  
12x27—All-Linen Huck Barber Towels, worth 80 per dozen, each **5c**  
17x25—Heavy Bleached Huck Towels, worth 10c, at **7½c**

18x30—All pure linen, very heavy quality German Huck Hemmed Towels, worth 10c, each **12½c**

20x40—Fine Bleached Linen Damask Towels, with knotted fringe, worth 25c, each **15c**

20x40—Heavy Bleached Turkish Bath Towels, worth 15c, each **9c**

## Warehouse Samples of

## Table Damasks.

Also Remnants of Fine Qualities in Lengths from 1 to 7 Yards.

Lot No. 1—60 inches wide, good quality, dark red and white Table Damask—worth 40c—per yard **19c**

Lot No. 2—62-inch All-Linen Silver Bleached German Damask—worth 50c—per yard **29c**

Lot No. 3—68 and 72 inches wide, All-Linen Bleached Damask—worth up to 90c, at **49c**

Lot No. 4—68 and 72 inches wide, Heavy All-Linen Bleached Damask—worth up to 80c, at **59c**

Lot No. 5—68 inches wide, very heavy Unbleached German Damask Table Linens, especially for hotel use, worth 15c—per yard **50c**

Lot No. 7—68-inch, half-bleached, Heavy German Damask, and also 68 inch Damask—worth up to \$1.25—each **89c**

**Warehouse Samples of**

## Linen Towelings.

Heavy Plain All-Pure Linen Roller Toweling and All-Pure Linen Checked Glass Toweling—worth up to 85c—per yard **5c**

18 inches wide, already shrunk, Bleached Linen Roller Toweling—worth 15c—per yard **7½c**

18 inches, very fine quality, all pure German Linen Bleached Huck Roller Toweling—worth 17c—per yd. **10c**

**Warehouse Samples of**

## Dinner Napkins.

18-inch Bleached All-Linen Fringed White Doyles with colored borders—worth 6c—each **4c**  
5-8 size All-Pure Linen German Dinner Napkins—worth 80c per dozen—each **5c**  
20-inch Silver Bleached All-Linen Damask Dinner Napkins—worth \$1.50 per dozen—each **7½c**  
22-inch Bleached All-Linen Damask Dinner Napkins—worth \$1.75—each **8½c**  
3-4 size—Fine quality All-Linen Bleached Napkins—worth \$2.50, at **12½c**

Advance Showing of the  
New Fashions in . . . Spring Suits and Skirts.

We are better prepared for you now than we were a month later last year, and confidently await your inspection to-morrow, feeling that our efforts deserve your approval and that the queenly sweep and graceful hang of the new garments will win in tant favor from those who have heretofore been compelled to patronize the importer or high-priced modiste—appealing both to the most refined and cultivated tastes and to the pocketbook as well. We refrain from the customary practice of charging exorbitant prices for novelties, asking only enough to insure successful competition and a very moderate profit.



**New Dress Skirts—Dozens of new styles,** thoroughly well made of Cheviots, Homespun, Venetians and Coverts—either plain or trimmed in 7-gored or flounce effects—handsome, durable, stylish and low priced, each **\$5.00**

**New Blouse Suits of finest imported Pebble Cheviot,** in black or navy blue—jacket in the collarless blouse style, elaborately trimmed with satin bands and tinsel braid—new bishop sleeves—front of bodice has ribbon rosette finished with gold spikes—skirt in the new French flare effect, tastefully trimmed to match blouse—This suit must be seen to be fully appreciated—the price is very reasonable—only **\$16.50**

**New Eton Suits of the fashionable Covert Cloth,** in tan, castor, gray, brown and blue—jacket can be worn open or closed—new L'Aiglon collar—jacket attractively trimmed with satin bands—skirt with double flaring flounce—a handsome and showy suit for only **\$13.50**

**New Blouse and Eton Suits—made of the finest materials and finished after the most approved manner.** The styles are very pleasing, and the graceful, distinguished appearance of these costumes cannot fail to favorably impress the most fastidious purchaser—Introductory price **\$25.00**

**New Dress Skirts—Swell Peau de Soie Skirts,** with wide flounce of silk net, finished with 13 rows of shirred satin ribbon—separate drop skirt, with 20-inch flounce of taffeta silk accordion pleating—a superb skirt, hanging gracefully, and splendid value at **\$15**

## Special Sale of 3,000 China Plates.



**These Dinner Plates of good porcelain,** neatly decorated with dark blue borders and gold stippled edges—worth fully 35c—Monday, day, each **8c**

**These 8-inch Dinner Plates,** decorated with two shades of dark blue underglaze, neatly traced with gold—would be a bargain at 25c—Monday, each **12c**

**Fine Austrian China Plates,** daintily decorated with sprays of gold and flowers, in dark red, green and brown tints—regular price 35c—Monday, each **19c**

**Pretty German China Salad or Fruit Plates** (like above), decorated with sprays of violets and with gold edges—regularly worth 25c—Monday, each **12c**

**Quaint Japanese Plates**—oddly decorated with forget-me-nots, Japanese designs and gold tracings—worth 35c—Your choice Monday at **19c**

**Harland China Plates,** beautifully ornamented—¾ inch, worth 50c, at each **25c** | ¾ inch, worth 35c, at each **19c** | ¾ inch, worth 25c, at each **15c**

## Basement Economy!

**Special from 8 to 10 a. m.—2 cases of the well known "Fruit of the Loom" Bleached Nainsook—just from 8 to 10 Monday morning—at, per yard **6c****

**Apron Gingham—300 pieces** Amoskeag checked Gingham, a great variety of styles, regular 7c quality, up to 11 noon Monday, per yard **5c**

**Solid Lawns—1 case** very best 32-inch white, pink, light blue, Nile-lavender, red, canary and black Dress Lawns—worth 10c, while they last, per yard **5c**

**Printed Lawns—2 cases** fancy printed Dress Lawns in all the newest patterns of the coming season—worth up to 12½c—at, per yard **7c**

**Shaker Flannel—1 case** very heavy quality 36-inch bleached twilled Shaker Flannel—worth 10c, at, per yard **6c**

**Fancy Dimities—1 case** fine quality fancy printed Irish Dimities, in all the newest patterns—worth 12½c—Monday, per yard **9c**

**Fleeced Flannelette—60 pieces** dark and medium colored fleeced Fleeced Wrapper Flannelette—worth 10c—Monday, per yard **6c**

**Dress Satens—1 case** 32-inch fancy figured, light and dark color Dress Satens—worth up to 20c—Monday, per yard **7c**

**Bleached Sheetings—2 cases** of 24½-yard Bleached sheeting—better than Pepperell Mills—worth 27½c—Monday, per yard **18c**

**Blankets—42 pair** large 11-4 fine white California Wool Bed Blankets—weight about 6 pounds—all steam shrunk—worth up to \$5.00—Monday, per pair **\$3.50**

**The Latest Ideas for 1901 in . . . Lace Curtains and Draperies.**

**\$2.50 Scotch Lace Curtains,** 2½ yards long and 54 inches wide—per pair **\$1.50**

**\$3.00 Brussels Net Lace Curtains,** 3½ and 4 yards long and 54 inches wide—per pair **\$1.98**

**\$4.00 French Guipure Lace Curtains,** 3½ yards long and 54 inches wide—per pair **\$2.50**

**\$5.00 Cable Net Lace Curtains,** 3½ yards long and 54 inches wide—per pair **\$2.98**

**\$5.50 Real Irish Point Lace Curtains,** 3½ yards long and 54 inches wide—per pair **\$3.50**

**\$6.75 Real Irish Point Lace Curtains,** 3½ yards long and 54 inches wide—per pair **\$4.50**

**Special from 8 to 10 a. m.—Good Ready-Made Bleached Pillow Cases—such as usually sell for 8c—from 8 to 10 Monday morning—each **5c****

**Checked Nainsooks—1 case** very good quality, checked and striped White Nainsook—worth 12½c—Monday, per yard **5c**

**White Dimities—60 pcs.** sheer quality checked White Irish Dimities—worth 12½c—at, per yard **7½c**

**White Lawn—1 case** very best quality 40-inch plain Lawn—worth 10c—at, per yard **10c**

**Apron Lawns—1 case** 40-inch White Apron Lawns in wide and narrow satin striped borders—worth 12½c—at, per yard **9c**

**India Linens—Very sheer** quality White India Linens—worth 30c—at, per yard **15c**

**Long Cloth—1 case** 36-inch soft finish English Long Cloth, up to 11-yard pieces—worth 15c—at, per yard **\$1.50**

**Embroidered Flannel—30 pieces** good 36-inch Bleached Flannel—worth up to 60c—Monday, per yard **48c**

**Bed Spreads—Extra large** and heavy genuine Martell's Bed Spreads, in very choice designs—worth \$1.50—Monday, each **\$1.48**

**Ladies' Wrappers—Of dark** fleeced Flannelette, velvet trimmed, with shoulder and skirt ruffles, very wide skirts; also, fleeced Flannelette Kimonos, trimmed with colors to match—worth up to \$2.50—Monday, each **\$1.50**

**Portieres—Mercerized Silk Portieres** in the newest colorings, with handsome dado and deep tasseled fringe at top and bottom—reversible and worth \$10.00 per pair—each **\$3.98**

**Drapery—36-inch French Cretonne,** Plaid and Fancy Denim and Art Ticking in new designs and colorings—suitable for upholstering furniture, lampshades, sofa pillows, etc.—worth 20c—at, per yard **9c**

**Tapestry—50-inch Satin Finish Tapestry** in new designs and color combinations—suitable for upholstering furniture, table covers, etc.—worth 90c—at, per yard **65c**